**Jude Fiorillo**

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| **EducatioN & ACHIeVEMENTS** |

**Bachelor of Commerce (Honours) 2003** – **07**Queen’s School of Business, Queen’s University, Kingston, ON

**IMMERSIVE web development PROGRAM 2014**bitmaker labs, toronto, ON

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| **Professional Experience** |

**MARKETING PROGRAMS MANAGER 2018** – **PRESENT**

ENCIRCLE, KITCHENER, ON

* Used HubSpot, Salesforce, and SalesLoft to drive qualified restoration contractor leads through the sales funnel.
* Wrote blog posts and hosted webinars to generate leads for Encircle’s field documentation and productivity tools.
* Developed marketing materials, a new website, and worked on 11 email campaigns, resulting in $80,000 in revenue.

**MARKETING AND COMMUNICATIONS MANAGER 2015** – **18**

VELOCITY, UNIVERSITY OF WATERLOO, WATERLOO, ON

* Led the marketing team for Velocity, Canada’s most impactful startup incubator, and home to 100+ startups.
* Responsible for building the Velocity brand, marketing and supporting events, developing relationships with partners and investors, mentoring startups on PR, writing blog posts and press releases, leading tours, and boothing.
* Implemented creative marketing initiatives to increase event attendance by 20% to 5,000/year across 50+ events.

**Founder 2015** – **18**

JOBFAIRR.herokuapp.COM, WATERLOO, ON

* Designed, developed, and marketed a job search tool in Ruby on Rails to help Canadians explore tech companies.
* Dedicated 750+ hours of work, while working full-time, creating a tool that has been used 25,000+ times.

**digital Marketing manager**  **2014**

51moments, Vancouver, BC

* Assisted with product development, and led the branding, planning, and launch of 51moments, an online marketplace to hire a photographer, resulting in articles from local newspapers, tech, and family bloggers.

**social media and marketing specialist**  **2012** – **13**

sortable, Rebellion media, waterloo, ON

* Managed the web development and launch of our seven fastest growing websites (e.g. CPUBoss.com), generating   
  5 million monthly visitors. Applied mail, e-mail, and social media to promote websites, resulting in 200+ articles.
* Engaged 150,000 fans across 25+ communities by writing blog posts, producing media, and resolving problems.
* Analyzed 7M monthly traffic in Google Analytics, applied SEO tactics, managed SEM campaigns, and used CMS.

**‘Macrowikinomics’ book researcher**  **2010**

The tapscott group, Toronto, ON

* Collaborated with authors Don Tapscott and Anthony Williams in the publication of the book Macrowikinomics, a Canadian bestseller and Financial Times Best Business Book finalist, which explores the topic of digital innovation.
* Conducted extensive research, fact-checking, editing, and writing for a 424 page book, and prepared CBC radio pitch.

**RESEARCH ANALYST**   **2008** – **2009**

MOXIE insight, MOXIE SOFTWARE, Toronto, ON

* Conducted research, writing, conference planning, and executive support at a think tank led by Don Tapscott.
* Played a key role in the launch of a new digital marketing program and online collaboration platform.
* Actively managed a four month project to update the company’s $9 million research library of whitepapers on technology innovation under strict deadlines, including hiring, training, and coordinating an eight person team.

**HEAD Manager 2006** – **07**

NETIMPACT Support Centre, Queen’s School of Business, Kingston, ON

* Responsibly drafted and managed a balanced, twelve month budget of $75,000 for a busy student technology centre.
* Trusted to independently oversee cash deposits, hiring, training, biweekly pay processing, scheduling, and supervision for a staff of 18. Increased revenues by 25% (highest in 15 years), while reducing expenses by 5%, by developing new innovative services and promotions, implementing centre renovations, and eliminating operational inefficiencies.

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| **Additional Skills & Interests** |

I am a creative thinker who loves technology, and I am proficient with Google Docs, Office Suite, Adobe Suite, HubSpot, Salesforce, Ruby on Rails, HTML/CSS/JS, and Google Analytics. I’m also well versed with SEO, SEM, and CMS systems.